

Traceability of ecolabelled seafood

Date: Thursday 20th January 2011

Place: Nord Atlanterens Brygge, Copenhagen

Goal: In this conference we will look into how tracing is managed in emerging and existing ecolabels, and share experiences from practical test of traceability of ecolabelled seafood products

<u>Time</u>	<u>Activity</u>
09:00 10:00	Registration and coffee
10:00 10:15	Jostein Storøy, SINTEF : Introduction, previous workshops and future plans
Session 1: Experiences from practical traceback of ecolabelled seafood and presentation of control mechanisms in ecolabels	
10:15 11:00	Maitri Thakur and Erik S. Hognes, SINTEF: Results from workshop on practical trace back test of ecolabelled seafood
11:00 11:30	Camiel Derichs, Marine Stewardship Council (MSC): Chain of custody and traceback programme
11:30 12:00	Johan Cejje, KRAV : Traceability requirements and auditing system
12:00 12:30	Ole-Henning Fredriksen, Factlines : How can eco-labels achieve chain traceability and chain of custody without levying a new cost burden on the supply chain?
12:30 13:30	Lunch
Session 2: Emerging environmental and sustainability initiatives: How do they plan to operate traceability?	
13:30 13:50	Aldin Hilbrands, Royal Ahold : The Sustainability Consortium
13:50 14:10	Walmart: The Product Sustainability Index (speaker not confirmed)
14:10 14:30	Jan Kranghand, Metro Group : Global Sustainability Policy for seafood
14:30 15:00	Break with surprise
Session 3: Experience from ecolabelling in other industries. Important topics will be:	
<ul style="list-style-type: none"> – Traceability requirements and auditing system – Plans for further development of traceability requirements? What are the main obstacles for achieving better traceability? – Experiences with cheating, and suspension of certificates – Have the labels induced a measurable shift towards cleaner production? How is this measured? 	
15:00 15:20	Phil Guillery, Forest Stewardship Council (FSC)
15:20 15:40	UTZ Certified (speaker not confirmed): state-of-the-art multi-commodity traceability system
15:40 16:10	Niklas Hild, ROI4U/Swedish Board of Fishery's: Information about origin and sustainability lead to increased sales for Swedish fresh fish. Can traceability supply better information to consumers than labeling?
16:10 16:30	Discussion and summary

If you have any comments or questions please contact us:

Jostein.Storoy@sintef.no

Erik.Hognes@sintef.no

Look at the coming pages for practical information and plans for the practical traceback test of ecolabelled seafood.



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Practical information

The conference, dining and accommodation will again take place in the beautiful Nyhavn area in Copenhagen; a colourful 17th century waterfront, canal and popular entertainment district.

The Conference venue

The conference takes place in the [North Atlantic House](#) which is located in the classic warehousing and harbour environment in Christianshavn with a splendid panoramic view of the harbour, Nyhavn, the Opera and the new theatre. [Press here for map](#). Address: Strandgade 91 (Christianshavn), 1401 København

During the workshop North Atlantic House will serve their special lunch menu with Nordic delicacies.



The Dinner

The conference dinner will be held the night before the conference (Wednesday 19th February), at [Custom House](#). Here we will enjoy an exiting menu composed from their variety of kitchens, reaching from steaks to sushi.

Accommodation

We have reserved rooms at [Copenhagen Strand Hotel](#), who offers a favourable price/quality ratio. Please use the enclosed reservation form. Be aware that the rooms are only reserved until January 7th 2011, so please make reservations before that.

Registration and conference fee

The conference fee is EUR 275 (ex. vat) for participating at the conference and the conference dinner (dinner on Jan. 19) and EUR 200 ex. Dinner. The fee will be charged by invoice.

Registration deadline is Friday January 7th 2011

[TO REGISTER FOLLOW THIS LINK TO AN ONLINE REGISTRATION FORM](#)

For questions about registration and payment please contact

Kari-Anne Ofstad: +47 905 92262, Kari-Anne.Ofstad@sintef.no

Workshop: Practical Trace Back of Ecolabelled Seafood

Wednesday 19th January, Nord Atlanterens Brygge, Copenhagen

On the day before the conference we will arrange a workshop with this goal: Investigate the transparency and ability to trace back and get information on the environmental properties of ecolabelled products.

Here invited participants will be challenged to do traceback of a range of ecolabelled seafood products; to document the available information they can find and to document what they learn from this activity. A major goal is to get hands on experience on how easy it is to verify the content of the ecolabel.

Based on information given on the products, the groups shall answer questions like:

- What type of information does the label and packaging provide, and do they provide a key to further information?
- Exactly what environmental impacts does this label address?
- Is this product certified based on a company, vessel or stock level?
- What is the country of origin of this product?
- How was the product caught? With what type of gear?
- What was the route from catch to retailer?
- Where was the product processed?
- Who certified this product? Can you find key information about this certification body, e.g. contact info?
- If it is a mixed product, does the label ensure the environmental properties of all the ingredients or just the seafood part?
- Can we find the catch/landing certificate (identification number) for this product?
- Can we find something about energy use and climate impact in the value chain of the product?
- Can we be sure that this product is entitled to be ecolabelled?

The invited participants will be representatives from: Label owners, retailers, consumer organizations, governmental bodies, stakeholder organizations, NGOs and R&D bodies.

If you want to know more about this practical traceback test, please contact us:

Jostein.Storoy@sintef.no

Erik.Hognes@sintef.no



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